



FOR YOUTH DEVELOPMENT  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

**FOR IMMEDIATE RELEASE:**

**YMCA Contact:**

[Name]  
[Name of YMCA]  
[Phone]  
[E-mail]

**jcpenney contact:**

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## **jcpenney Customers 'Round Up' Change For [YMCA Name]**

***Recent donations benefit the Y's afterschool programs***

**CITY, STATE (DATE)** - Thanks to funds raised through a recent "round-up" campaign at the jcpenney at [mall name/shopping center], more [Community Name] children in need will benefit from the educational opportunities offered by the Y's quality afterschool programming. From April 13-26, jcpenney customers were invited to round up their purchases to the nearest whole dollar and donate the difference to [insert YMCA Name]. Round-up donations generated [\$ donation amount] for [insert YMCA Name]. One hundred percent of the contributions collected directly benefit [insert YMCA Name] in an effort to build and sustain afterschool programs in [City Name]. jcpenney plans to host three more round-up fundraising events this year.

"This support from jcpenney will help us serve even more kids in our afterschool programs - kids who need us the most," said [insert YMCA spokesperson's name]. "Our afterschool programs provide children and teens with a safe and nurturing environment and caring adult role models. Combining fun with academics, the Y's afterschool program promotes creativity, a love for learning, social and emotional development, and character building."

[Add paragraph here about specific offerings/impact of afterschool programs at your local Y]

Studies have shown that one of every four students in America is on their own between the hours of 3 p.m. and 6 p.m. each day.\* More parents seek the resources to enroll their children in a beneficial afterschool program that helps kids develop social skills, be physically active and achieve academic success in school. jcpenney's continuing support and commitment to the afterschool cause has made it possible for more children to participate in positive afterschool environments nationwide, like those found at the Y.

The [insert YMCA name] is one of nearly 500 Ys nationwide that benefit from the jcpenney round-up campaign.

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### **About the Y**

**[INSERT YOUR YMCA'S BOILERPLATE HERE, OR USE THE FOLLOWING:]** The Y is one of the nation's leading nonprofits strengthening communities through youth development, healthy living and social responsibility. Across the U.S., 2,687 Ys engage 21 million men, women and children – regardless of age, income or background – to nurture the potential of children and teens, improve the nation's health and well-being and provide opportunities to give back and support neighbors. Anchored in more than 10,000 communities, the Y has the long-standing relationships and physical presence not just to promise, but to deliver, lasting personal and social change. [ymca.net](http://ymca.net)

### **About jcpenney's Commitment to Afterschool**

As a leading corporate advocate for the afterschool issue, jcpenney works with afterschool organizations to increase the accessibility and affordability of afterschool programs across the country. Through its legacy of supporting youth and charitable organizations such as the Boys & Girls Clubs of America, The Y, National 4-H, United Way and FIRST, jcpenney formalized its commitment to the afterschool issue by establishing the jcpenney afterschool fund, a 501(c)(3) non-profit organization. Over the past decade, more than \$100 million has been distributed to afterschool programs across every jcpenney community thereby making it possible for more children to participate in life-enriching programs that inspire them to be smart, strong and socially responsible. For more information, visit [www.jcpenneyafterschool.org](http://www.jcpenneyafterschool.org). The full *America After 3PM* report is available at [www.afterschoolalliance.org](http://www.afterschoolalliance.org).

\* Data from Afterschool Alliance 2009 report *America After 3PM*, commissioned by jcpenney afterschool, is the most in-depth study of how America's children spend their afternoons.

### **For further information contact:**

The Y

**[INSERT CONTACT INFO]**

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